

# Floradania

## Odense, 23 November 2017

**MPS**  
Sustainable Quality





➤ **A short update**

## Your major challenge!

“We must provide answers to **environmental** and **social** challenges not only at the point of sale but also along the **entire value chain**.”

► Retail Statement!

## Retail developments

- High pressure on pesticide usage
- Expanding requirements and policies with more and more retailers
  - Increasing NGO involvement
    - Needs for Data\*
- Transparent & connected supply chains\*

\*Information of growers will be visible in the MPS Trade Portal and summaries can be shared with traders / retailers. Individual growers and benchmark reports available on request.



## Retail specific

- Dutch Garden Centres (Tuinbranche.nl) with sector plan to phase out neonicotinoids
- BAHAG ( German DIY's) have already banned neonicotinoids
  - Increasing pesticide requirements in supermarket:  
Holland, UK, Sweden and Germany
  - NGO involvement and media attention 2017:
    - OEKO test in German magazines and television
      - Greenpeace on Dutch television
      - FAO in UK markets
- Data supplied (Albert Heijn, B&Q and Coop Switzerland) to develop policies
  - Lowe's & Walmart; direct contact/visits and updates on progress



- ▶ **90% FLOWERS & PLANTS**
- ▶ **RESPONSIBLY PRODUCED AND TRADED BY 2020**
- ▶ The Floriculture Sustainability Initiative (FSI) is a market-driven initiative that brings together members of the international floriculture supply-chain. FSI members are collaborating to improve practices and drive positive change towards the sustainable production and trade of flowers and plants.

▶ <http://fsi2020.com/>





## SOCIAL



## ENVIRONMENTAL



There are 14 Voluntary Sustainable Standards and Schemes in the FSI Basket. They are fully transparent, comparable and by means of independent benchmarking, complying with social and/or environmental basic requirements.

## TOGETHER FOR A SUSTAINABLE FUTURE!



 **WATERDRINKER**  
aalsmeer

 **FleuraMetz**

 **Royal  
Flora  
Holland**

 **DUTCH FLOWER  
GROUP**

 **Royal**  
SINCE 1882

**Royal**  
SINCE 1882

 **Lemkes**





Albert Heijn



**FSI, working together on sustainable solutions!**  
**(<http://www.fsi2020.com/en/home>)**

**2015-2016 projects:**

- **project “Chain Transparency Plants”**
  - **Control on Residu**

**New projects 2016-2018 (<http://fsi2020.pro/new-projects/>)**

- **Chain Transparency 2.0**



# Challenge!

- Develop a Neonicotinoid strategy

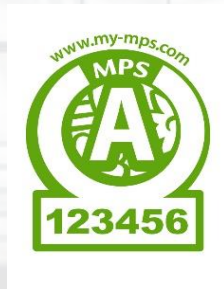
Active ingredient	Neonicotinoide
imidacloprid	Yes
chloorpyrifos	No
acetamiprid	Yes
thiamethoxam	Yes
thiacloprid	Yes
cypermethrin	No
fipronil	No
deltamethrin	No
clothianidin	Yes
Sulfoxaflor	Yes

# What is MPS Product Proof?

Product Proof is an @-on (add-on) on MPS-ABC.

Product Proof gives you the opportunity to prove on a product level that you did not apply certain active ingredients.

MPS-ABC is the environmental scorecard on a company level.



## **MPS-Trade portal:**

***“All your growers information in one portal, reliable and up to date”***

***The trade Portal being the instrument to show MPS Product Proof***

Information of growers will be visible in the MPS Trade Portal and summaries can be shared with traders / retailers.





Home > Mijn MPS-ProductProof > Gerbera

## Actuele productgroepen

Gerbera

Kalanchoë geel

Voorjaarsgoed

## Gerbera

Productgroep wijzigen 

### Productgegevens

VBN productcode: 1234  
Startdatum: 28-06-2016  
Bijgewerkt: 15-07-2016

### MPS-ProductProof



### Betrouwbaarheidsindex


70

Klasse: A  
Punten: 70

**Bevindingen** **Werkzame stoffen** **Samenvatting** **Informatie delen**

### Geverifieerde werkzame stoffen

#### Geregistreerde stoffen

Werkzame stof	MPS-PP 	Retailer 1	Retailer 2	Retailer 3
Glyfosaat	✓	✓	✗	✓
Imidacloprid	✓	✗	✓	✗
Dodemorf	✓	✓	✗	✓

Selecteer een lijst om deze aan het overzicht toe te voegen:

Toevoegen +

#### Werkzame stoffen uit analyse

Werkzame stof	MPS-PP	Retailer 1	Retailer 2	Retailer 3
Dodemorf	✓	✓	✗	✓
Imidacloprid	✓	✗	✓	
Propiconazool	✓	✓	✓	✓

**Growers  
screen**

### Search for producers

By name/number

By crop

Search for a producer, mps number or country

Search

Advanced options >

### My favourites

#### Total certifications

A+	117	
A	258	
B	43	
C	9	
NQ	163	
GAP	392	
SQ	187	

### Recently updated producers

#### Breugem vof

MPS #800214

MPS-ABC	MPS-GAP	MPS-SQ
P. Hofland B.V.		MPS #802081
MPS-ABC	MPS-GAP	MPS-SQ
VDA Plant		MPS #802408
MPS-ABC	MPS-GAP	MPS-SQ

### Germany

#### Total certifications

A+	27	
A	17	
B	4	
C	1	
NQ	38	
GAP	11	
SQ	3	

### Roses Africa

### Gerbera

### MPS-GAP

## Samenvatting

Produkt: Gerbera  
Periode: 201707 (201702 tm 201707)  
Datum aangemaakt: 18-09-2017

## Rapport Lab Analyse

[804954 Demo Marcel kwekersportal 14-8-2017 Gerbera.pdf](#)

## Bevindingen

Registratie: MPS-PP basisniveau akkoord, 1 bee unfriendly stof toegepast. Analyse: geen opmerkingen.

## Reacties

(geen reacties)

## Geregistreerde werkzame stoffen

Werkzame stof	MPS-PP	Tuinbranche Nederland
abamectine	✓	✗
acequinocyl	✓	✗
acetamiprid	✓	✗
azadirachtine-A	✓	✗
Bacillus thuringiensis	✓	✗
Beauveria bassiana	✓	✗
bifenazate	✓	✗
bromadiolol	✓	✗
bupirimaat	✓	✗
cyflumetofen	✓	✗
cyromazin	✓	✗
floricamid	✓	✗

Traders  
screen

# MPS-ProductProof 2017

## Status overview:

- Pilot in NL to test the system ( May 2015- Nov 2016)
  - Around 60 Product Proof in NL and Be
    - Around 30-40 growers waiting to join
- Plan to start pilot in Germany in 2017/2018
- Start of a pilot in East Africa 2017-2018



## Other developments

➤ GAP Benchmark

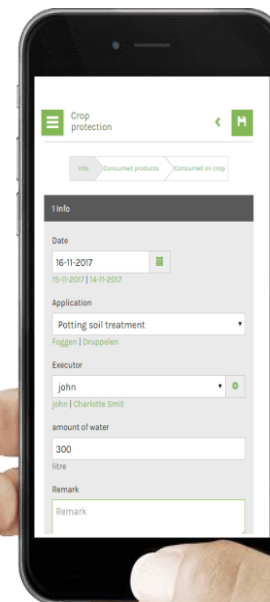
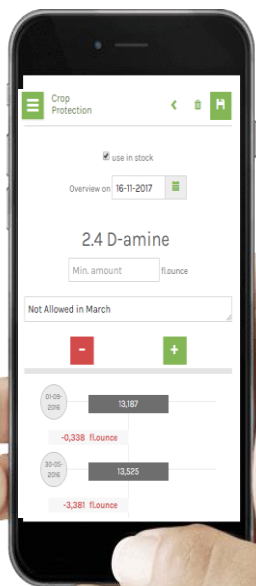


➤ Story Telling: new consumer website, [www.followyourflowerorplant.com](http://www.followyourflowerorplant.com)

➤ Trade Portal development as a strategic instrument

➤ Audits by third parties

➤ Mobile app ( cpa only => daily registration)  
Mobile.my-mps.com





Open questions:

- MPS Data ⇔ Danish Legislation ( discussion in 2016)
  - Daily registration option
- MPS Product Proof & Denmark

Thank you for your attention!

Questions?

**MPS**  
Sustainable Quality

